



**Agent Pipeline, Inc.**

**Networking for Insurance Agents:**

# **Community Sponsorships**

**#MARKETINGMONDAY**

Are you looking for a low-cost and effective way of networking to generate new leads? A community sponsorship is a way of marketing insurance that builds connections. Agent Pipeline has uncovered some of the most affordable ways to generate more leads via community sponsorships.

## What are Community Sponsorships?

Community sponsorships are available in many places in your community. When you're thinking about community sponsorship, you can explore opportunities such as:

- Sponsoring an event at a local fair or festival
- Sponsoring a position in a local parade
- Connecting with local college events
- Adding your name to a local sports team
- Focusing on a particular group in your community
- Purchasing a sign at the local ball field

You can provide a one-time donation of cash, prizes, services or information, or make a longer-lasting commitment of sponsorship with a local charity or sports team. If you have office space, you could even donate extra room for local organizations to meet or host events.

Even if you can't afford to make a huge donation, any level of sponsorship will show that you're community-minded and care enough to make a difference. *Investing in your community is investing in your business.*

## Your Reputation Matters

When you sponsor an event, contribute to community education or help an individual, you build your business's connections. You become a trusted source of insurance and a center of influence, as you're connected to the community. Your name is the one they think of when they consider picking up life insurance or adding a dental plan into their insurance portfolio.

Using community sponsorships provides you an opportunity to get your brand awareness out there! If you're trying to be friendly and family-oriented, sponsor a school or family movie-night in the park. Common sponsorships for insurance agents targeting families include sponsoring a local little league team (though this isn't your only option.) The parents and children get team shirts with your logo and essentially act as a walking billboard for your agency. Other great sponsorship ideas include local hot dog eating contests, bake offs and talent shows. No matter what you choose to sponsor in your community, your sponsorships make a huge statement about your brand and who you are as an agency.

When you're a smaller agency or an independent agent, you don't have the funds in your budget to set aside for large reach sponsorships. Understanding your niche market can help you target your sponsorships. For example, if you are targeting older men (possibly men turning 65 or already Medicare Beneficiaries), a good idea would be to sponsor a vintage car show, or sponsor a car at the show!

## Generating Leads

While sponsorship helps you build your brand, reputation and image in the community, the most important piece of the sponsorship puzzle is generating leads. But how?

Like all other marketing pieces, your sponsorship needs a call to action. Sponsorship call to actions need to be easy for a potential client to respond.

Some of the new and effective ways of sponsorship call to actions are:

- Have a laptop where your prospects can take short quizzes/assessments (i.e., What type of Parent are you? What does your favorite car say about you?) – Be sure they log-in via social media or sign a paper collecting their name, phone number and email address prior to use.
- Use actionable language asking them to volunteer and help in helping the community! “Do you want to help me make a difference?” Collect their contact information and set up a time to meet to discuss topics that matter.

- Pass out tickets for a VIP event at your office ensure all ticket recipients write down their contact information to receive their official invitation.
- Get them to connect with you on social media right then! Remaining casual to say, “Hey—do you mind if I add you on Facebook?” gives you immediate access to your prospects inbox and an entire network of prospective clients.

## Following Up

No matter how you obtain the lead information, it’s very important to follow-up with each prospect after the specific community event you have sponsored. If you are doing branding sponsorships (i.e., sports teams), attend all of the games and introduce yourself to the players and his/her parents.

Continuing to be present and involved in your community helps build confidence in your prospects when looking for a trusted source for insurance products. Community involvement can also be free!

You can volunteer at the local animal shelter, food bank, soup kitchen, or thrift store. Appearing to be more “human” instead of “business” can give prospects the comfort in knowing you are approachable and have empathy for their specific situation.

For additional tips and tricks on community involvement and sponsorships, please contact Agent Pipeline at 800-962-4693. Our Marketing Department will help you develop a personalized marketing strategy and build on your individualized growth plan.

